

Coalition for Responsible Tobacco Retailing

P.O. Box 27879

Washington, D.C. 20038-7879



WAL T KLEIN

(336) 658-7874

3828 WESTPOINT BLVD.

WINSTON SALEM NC 27103

SHIP TO: GEORGE MOLLTON

R J REYNOLDS

(515) 854-8254

STE 287

6580 JERICHO TURNPIKE

CONTRACT NY 11725

(428) SHIP TO POSTAL CODE

(428) 11725

UPS GROUND

TRACKING NUMBER

805 03-4913 8193



PRO 5.0.1241 E2042

3 LBS

51857 9398

51857 9389

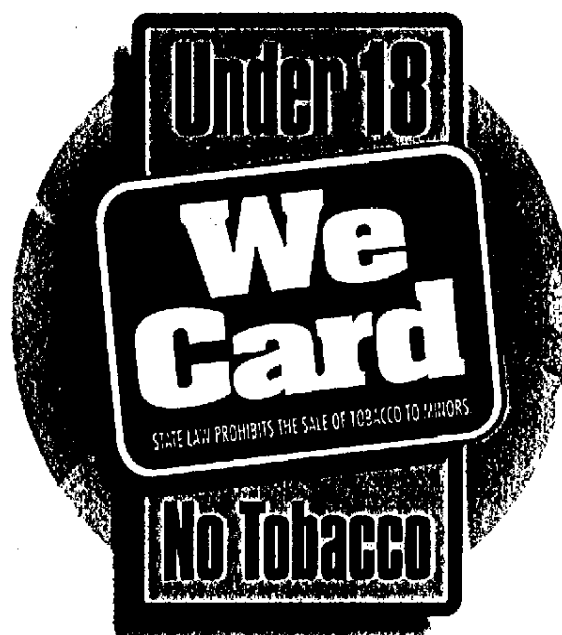
Responsible Tobacco Retailer Program

WE CARD HIT

Program To Prevent Tobacco Sales To Minors

Mail or fax the enclosed form to reorder "We Card" materials—free of charge.

**Employee
Guide to
Preventing
Tobacco Sales
to Minors**



51857 9400

VC8.1.12/95

Employee Guide to Preventing Tobacco Sales to Minors

51857 9401

Responsible Tobacco Retailer Program

This company participates in the Responsible Tobacco Retailer Program. The program's training materials and signs help retailers ensure that tobacco products are not sold to minors. The program's voluntary guidelines are listed below.

Employees will card customers who are under 27 years of age.

Employees will refuse the sale of tobacco products to customers under 18.

When refusing a sale, employees will be firm but polite.

Employees caught selling tobacco products to minors will be penalized.

State and federal agencies (FDA) will monitor compliance.

Coalition for Responsible Tobacco Retailing
1-800-WE 10 968 fax 1-800-935-3968
www.wecard.org

Employee Guide To

Preventing Tobacco

Sales To Minors

**Under 18
No Tobacco**

**We
Card**

STATE LAW PROHIBITS THE SALE OF TOBACCO TO MINORS.

Tobacco Sales State Law

New York state law provides that:

- The sale of tobacco products, rolling papers or pipes to persons under age 18 is prohibited. Violators are subject to fines of \$100 - \$300 for the first offense, and \$1,000 for subsequent offenses. In addition, registration will be suspended for one year for three violations within a two-year period or for four or more violations.

- A white sign with red letters that are at least 1/2 inch in height must be conspicuously posted in retail establishments. Signs must state:

SALE OF CIGARETTES, CIGARS, CHEWING TOBACCO,
POWDERED TOBACCO, OR OTHER TOBACCO PRODUCTS,
ROLLING PAPERS OR PIPES, TO PERSONS UNDER EIGH-
TEEN YEARS OF AGE IS PROHIBITED BY LAW.

- Effective February 20, 1997, retailers are required under Food and Drug Administration (FDA) regulations to verify age through a photo ID that includes date of birth of any person buying cigarettes or smokeless tobacco products who is 26 years of age or younger.

- As a condition of receiving federal substance abuse block grant funds, federal law requires the State of New York to conduct random, unannounced inspections of tobacco outlets to determine compliance rates.

Local laws may differ. Check with local authorities for variations from state law.



Ask For ID...

- Tobacco sales are a big part of your work as an employee. Your state has a minimum age law prohibiting tobacco sales to anyone under age 18. And there are strict penalties for selling tobacco products to minors.
- Violating the law, even if you don't realize it, is not only illegal, it also reflects badly on you as an employee and on your store. So don't take a chance. Before making a sale to anyone who is under age 27, ask for identification. Be courteous; customers over the legal age won't mind providing an ID.
- When anyone who is under the age of 27 attempts to purchase tobacco products, deal with the situation professionally by following these steps:
 - ✓ Ask for a photo ID that shows a date of birth.
Valid identification includes:
 - Driver's license
 - State-issued personal identification card
 - U.S. military identification
 - U.S. passport
 - U.S. immigration card
 - ✓ Examine the ID for authenticity. Be sure the photograph matches the appearance of the customer.
 - ✓ If you still aren't convinced, ask for a second ID.
 - ✓ If the ID seems questionable, refuse the sale.
 - ✓ Explain the minimum age law requirement clearly and politely. Emphasize that you are required by law to refuse the sale.
 - ✓ If the customer persists, ask your supervisor to intervene. In most cases, a minor will back down at that point.

Say NO!

**We
Card**

• If the customer refuses to show identification:

- ✓ Decline the sale and state that the U.S. Food and Drug Administration requires you to verify the age of all customers who are under 27 years of age. In addition, state law prohibits the sale of tobacco to minors. Refer to display signage to help educate the customer. Be courteous.
- ✓ Remove the tobacco product from the counter to further discourage the sale. A customer may try to grab the product, leave money on the counter and run out. If that happens, do not ring up the sale. Notify your supervisor immediately for further instructions.

• If a customer becomes abusive:

- ✓ Stay calm and do not provoke the customer.
- ✓ Refer the customer to your supervisor.
- ✓ If a criminal act occurs, don't intervene.
- ✓ Notify management and the authorities, if necessary.
- ✓ Observe what is happening, taking note of descriptive details in case you are needed later as a witness.

• Sometimes an adult will try to purchase tobacco for minors. State laws prohibit these "other-party purchases." If you suspect that this is happening:

- ✓ Explain that you are required by law to ask if this is an other-party purchase for a minor.
- ✓ If you suspect an other-party purchase is being attempted, explain that it's illegal for you to make the sale. Be polite and informative.

• It is also illegal for a minor to purchase tobacco products for a parent. If you encounter such a situation:

- ✓ Explain that it's against the law for you to sell tobacco products to minors.
- ✓ Hand the minor a tearsheet that explains your store's policy.

A "We Card" training video is available to complement this training workbook.

**Law &
Policy Review**

1 If a customer wanting to buy tobacco products is under 27 years of age, you should:

- A. Ask for identification C. Refuse the sale if ID is invalid
B. Refuse the sale if under legal age D. All of the above

2 Valid forms of identification include (circle all that apply):

- A. Driver's license C. School identification card
B. Military identification card D. All of the above

3 The minimum age law for tobacco products applies to:

- A. Cigarettes C. Chewing tobacco
B. Snuff D. All of the above

4 It is illegal to sell tobacco products to anyone under age _____.

5 FDA rules require you to verify the age of customers attempting to buy tobacco products if they are under age _____.

6 The penalty for selling tobacco products to an underage customer is _____.

7 If a customer is unable to produce a valid ID, you should _____.

8 If you have refused to make a sale to someone who cannot produce a valid ID, and that customer persists, you should _____.

9 Who is responsible for not selling tobacco products to minors? _____.

Employee Name: _____

Signature: _____

Date: _____

Please complete and return to your immediate supervisor.

51857 9404

Coalition for Responsible Tobacco Retailing

National Association of Convenience Stores

Food Marketing Institute

National Grocers Association

International Mass Retail Association

American Wholesale Marketers Association

NRISO

Representing America's Travel Plazas and Truckstops

Food Distributors International

National Association of Chain Drug Stores

National Retail Federation

Smokeless Tobacco Council

The Tobacco Institute

Society of Independent Gasoline Marketers

National Association of Police Organizations

National Licensed Beverage Association

Petroleum Marketers Association of America

Service Station Dealers of America and Allied Trades

FDA Regulations: Frequently Asked Questions

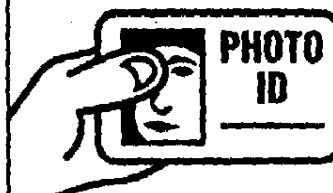
1. Whom does the FDA hold responsible for illegal tobacco sales?
The employer or the sales clerk?
The employer. State law and store policy, however, may also penalize the sales clerk.
2. Does a retailer have to check the ID of regular customers who have been carded and are known to be at least 18 years old every time they buy tobacco products?
No. Once a retailer has verified through a photo ID that a regular customer is at least 18, the retailer does not need to check the customer's ID on subsequent visits. Retailers must check a customer's photo ID at least once to ensure that the customer is at least 18 years old.
3. Does a sales clerk have to be at least 18 years old to sell cigarettes?
No. FDA regulations do not address the age of the sales clerk, although some state laws may require a minimum age for sales clerks.
4. How does an FDA compliance check work?
Generally, a minor, accompanied by a commissioned state or local official, will enter a retail establishment and attempt to purchase tobacco products. All results will be reported to the FDA.
5. What happens to retailers who do not card someone who is between 18 and 27 years old before selling them tobacco products?
If the FDA receives a complaint that a retailer is not checking IDs of people under 27, it will schedule the retailer for a compliance check as soon as it is practical.
6. What is the penalty for the first violation?
Upon the first violation, the FDA will send a letter explaining the new rules, describing the violation and informing the retailer that another compliance check will be scheduled. The second time a retailer is in violation, the FDA will impose a fine of \$250.00. For subsequent violations, the FDA will seek higher penalties.
7. How will the FDA guard against false complaints?
A complaint is not enough to trigger an FDA warning letter to a retailer. The retailer, however, will be put on a schedule for a compliance check as soon as it is practical.

For more information regarding the FDA regulations,
visit the FDA online at:
www.fda.gov

To our Valued Customer,

Effective February 28, 1997, we are required under Food and Drug Administration (FDA) regulations to verify age through a photo ID that includes date of birth from any person buying cigarettes or smokeless tobacco who is 26 years of age or younger.

If you have questions or comments, contact:
Office of Policy (HF-26), Food and Drug
Administration, 5600 Fishers Lane,
Rockville, MD 20857.



51857 9406

WE REGRET ANY INCONVENIENCE

Courtesy of the Coalition For Responsible Tobacco Retailing

Please have your ID ready

Effective February 28, 1997,
we are required under Food
and Drug Administration
(FDA) regulations to verify
age through a photo ID that
includes date of birth from
any person buying cigarettes
or smokeless tobacco who is
26 years of age or younger.



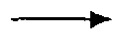
We regret any inconvenience

Courtesy of the Coalition For Responsible Tobacco Retailing

51857 9407

TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER
TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER
TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER
TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER
TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER	TO EXPOSE ADHESIVE REMOVE LINER

Peel to perforations
(Counter Tent Only)



Responsible Tobacco Retailer Program

Employees WILL CARD customers
who are 26 years of age or younger.

Employees WILL REFUSE sale of
tobacco products to customers under 18.

When refusing a sale, employees
should be firm but polite.

Employees caught selling tobacco
products to minors will be penalized.

State and federal agencies (FDA)
will monitor store compliance.



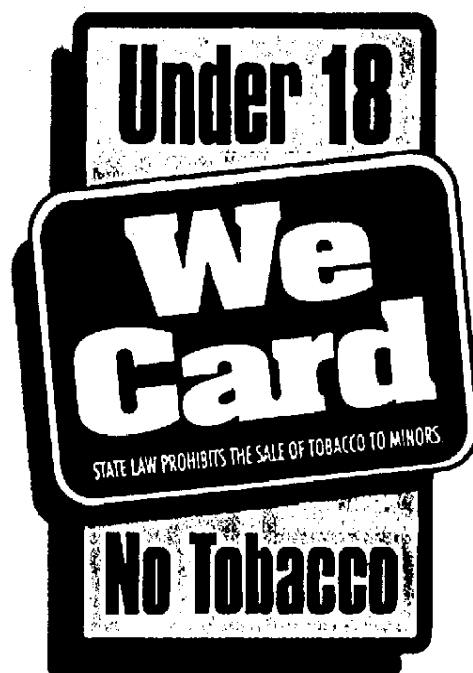
Coalition for Responsible Tobacco Retailing

1-800-934-3968

fax 1-800-935-3968

51857 9409

STATE LAW PROHIBITS THE SALE OF TOBACCO TO MINORS



**IF YOU WEREN'T BORN
BEFORE TODAY'S DATE IN**

1980

51857 9410

**YOU CAN'T BUY
TOBACCO PRODUCTS!**

**Under 18
No Tobacco**

**We
Care**

STATE LAW PROHIBITS THE SALE OF TOBACCO TO MINORS.

51857 9411

Coalition for Responsible Tobacco Retailing



*Preventing tobacco sales
to minors is important to
your business.*

**You need to know how
to spot a false ID.**

**Don't get
FAKED out!**

How to Spot a Fake ID

Most fake IDs have at least one of the following characteristics:

- The **photo doesn't match** the appearance of the customer.
- The **birth date numbers** look like they have been changed. In some cases, the typeface won't even match. Look for tiny pieces of paper with modified dates placed over the original numbers.
- The **lamination is peeling** or there are bubbles under the lamination.
- The word **"duplicate"** appears on the card. Someone else may have the original.
- There are **pinholes** on the surface. Bleach may have been inserted to white out certain aspects of a date.
- The **state seal or logo** is partially missing or appears altered.

If you have any doubts, ask for a second ID. People with fake IDs rarely carry back-up identification.



51857 9413

IMPORTANT FDA REGULATION UPDATE

51857 9414

On August 28, 1997, U.S. Food and Drug Administration (FDA) regulations were set to take effect which would have severely restricted point-of-sale displays, advertising and in-store promotions. These regulations are currently suspended and did not take effect on August 28, 1997.

However, the February 28, 1997, FDA regulations remain in effect and retailers must comply. They state that:

- Retailers are prohibited from selling cigarettes and smokeless tobacco to persons under the age of 18. *(19 in Alabama, Alaska, Utah)*
- Retailers are required to verify by photo ID containing the bearer's date of birth that no one purchasing cigarettes or smokeless tobacco is younger than 18 years old. *(19 in Alabama, Alaska, Utah)*
- Retailers must verify the age of any purchaser who is 26 years of age and younger.

If you have any questions or comments about these regulations, contact the FDA at:

Office of Policy (HF-26), Food and Drug Administration

5600 Fishers Lane, Rockville, MD 20857, or call 1-301-827-0867.